

ORDER



Orders
Order / Rev: 708407
Alt Order #: 06290606
Product Desc: KLINE FOR CONGRESS
Estimate: 212
Flight Dates: 10/23/12 - 10/29/12
Original Date / Rev: 08/21/12 / 08/21/12
Order Type: Political

KARE

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Stevens Reed Curcio & Potholm Medi
Buying Contact:
Billing Contact:
 201 North Union Street, Suite 200
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: JOHN KLINE/R/CON/MN
Demographic: A35+
Product Codes: PL-US House Representative
Priority: P-4
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	67	\$55,100.00	\$46,835.00
10/29/12	10/29/12	15	\$12,545.00	\$10,663.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	67	\$55,100.00	\$46,835.00	0.00
November 2012	15	\$12,545.00	\$10,663.25	0.00
Totals	82	\$67,645.00	\$57,498.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KARE	24%	\$67,645.00
Market	100%	\$281,854.17

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAWB	0%	\$0.00
KAWF	0%	\$0.00
KCCO	0%	\$0.00
KCCW	0%	\$0.00
KFTC	0%	\$0.00
KMSP	11%	\$31,003.96
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
KSTP	14%	\$39,459.58
KTCA	0%	\$0.00
KTCI	0%	\$0.00
KWCM	0%	\$0.00
UNKWN	0%	\$0.00
WCCO	51%	\$143,745.62
WFTC	0%	\$0.00

Order / Rev: 708407
 Alt Order #: 06290606
 Flight Dates: 10/23/12 - 10/29/12

Advertiser: JOHN KLINE/R/CON/MN
 Product Desc: KLINE FOR CONGRESS
 Estimate: 212
KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KARE	10/23/12	10/29/12	M-F 1-2p Rachel Ray	CM	1P-2P	MTWTF--	:30	5	\$180.00	P-4	0.00	NM	5	\$900.00
		RACHAEL RAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--					5	\$180.00		0.00			
E 2	KARE	10/23/12	10/29/12	M-F 10-1035p KARE News 10p	CM	10-1035P	MTWTF--	:30	5	\$2,475.00	P-4	0.00	NM	5	\$12,375.00
		NEWS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--					5	\$2,475.00		0.00			
E 3	KARE	10/23/12	10/29/12	Tonight Show Tonight Show	CM	1035pm-1135pm	MTWTF--	:30	10	\$675.00	P-4	0.00	NM	10	\$6,750.00
		TONIGHT SHOW													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--					10	\$675.00		0.00			
E 4	KARE	10/23/12	10/29/12	Days of Our Lives Days of Our Lives	CM	12-1p	MTWTF--	:30	5	\$315.00	P-4	0.00	NM	5	\$1,575.00
		DAYS-LIVES													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--					5	\$315.00		0.00			
E 5	KARE	10/23/12	10/29/12	M-F 2-3p The Doctors	CM	2P-3P	MTWTF--	:30	5	\$200.00	P-4	0.00	NM	5	\$1,000.00
		THE DOCTORS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--					5	\$200.00		0.00			
E 6	KARE	10/23/12	10/29/12	M-F 3-4p DR OZ	CM	3-4p	MTWTF--	:30	7	\$350.00	P-4	0.00	NM	7	\$2,450.00
		DR. OZ													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--					7	\$350.00		0.00			
E 7	KARE	10/23/12	10/29/12	M-F 4-430p KARE 11 4 News	CM	4-430P	MTWTF--	:30	2	\$360.00	P-4	0.00	NM	2	\$720.00
		KARE 4P NEWS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--					2	\$360.00		0.00			
E 8	KARE	10/23/12	10/29/12	M-F 430-5p Jeopardy	CM	430-5P	MTWTF--	:30	3	\$850.00	P-4	0.00	NM	3	\$2,550.00
		JEOPARDY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--					3	\$850.00		0.00			
E 9	KARE	10/23/12	10/29/12	M-F 5-530p KARE 11 5 News	CM	5-530p	MTWTF--	:30	5	\$1,450.00	P-4	0.00	NM	5	\$7,250.00
		KARE 5P NEWS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--					5	\$1,450.00		0.00			
E 10	KARE	10/23/12	10/29/12	M-F 6-630p KARE 11 6 News	CM	6-630p	MTWTF--	:30	5	\$1,450.00	P-4	0.00	NM	5	\$7,250.00
		KARE 6P NEWS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--					5	\$1,450.00		0.00			
E 11	KARE	10/23/12	10/29/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	MTWTF--	:30	5	\$850.00	P-4	0.00	NM	5	\$4,250.00
		SUNRISE 6A													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--					5	\$850.00		0.00			
E 12	KARE	10/23/12	10/29/12	M-F 630-7p Entertainment Tonight	CM	630pm-7pm	MTWTF--	:30	3	\$1,700.00	P-4	0.00	NM	3	\$5,100.00
		ET													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--					3	\$1,700.00		0.00			
E 13	KARE	10/23/12	10/29/12		CM	7-9a	MTWTF--	:30	5	\$800.00	P-4	0.00	NM	5	\$4,000.00

Order / Rev: 708407
 Alt Order #: 06290606
 Flight Dates: 10/23/12 - 10/29/12

Advertiser: JOHN KLINE/R/CON/MN
 Product Desc: KLINE FOR CONGRESS
 Estimate: 212
KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
TODAY SHOW Today Show TODAY SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/23/12 10/29/12 MTWTF-- 5 \$800.00 0.00															
E 14	KARE	10/23/12	10/29/12	M-F 9-10a TODAY	CM	9-10a	MTWTF--	:30	5	\$225.00	P-4	0.00	NM	5	\$1,125.00
TODAY 2 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/23/12 10/29/12 MTWTF-- 5 \$225.00 0.00															
E 15	KARE	10/26/12	10/26/12	Fri Prime A WHO DO YOU THINK	CM	7-8p	----F--	:30	1	\$1,625.00	P-4	0.00	NM	1	\$1,625.00
WHO DO THINK <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ----F-- 1 \$1,625.00 0.00															
E 16	KARE	10/27/12	10/27/12	Saturday Night Live Saturday Night Live	CM	1030P-1202A	-----S-	:30	2	\$1,350.00	P-4	0.00	NM	2	\$2,700.00
SNL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S- 2 \$1,350.00 0.00															
E 17	KARE	10/27/12	10/27/12	Sat 5-530p KARE 11 5 News Sa	CM	5-530P	-----S-	:30	1	\$585.00	P-4	0.00	NM	1	\$585.00
SAT 5P NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S- 1 \$585.00 0.00															
E 18	KARE	10/27/12	10/27/12	Sat 6-630p KARE 11 6 News Sa	CM	6-630P	-----S-	:30	1	\$900.00	P-4	0.00	NM	1	\$900.00
SAT 6P NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S- 1 \$900.00 0.00															
E 19	KARE	10/27/12	10/27/12	Sat 630-7p MN Bound	CM	630pm-7pm	-----S-	:30	1	\$540.00	P-4	0.00	NM	1	\$540.00
MINN BOUND <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S- 1 \$540.00 0.00															
E 20	KARE	10/27/12	10/27/12	Sat 8-10a KARE 11 Saturday	CM	8-10a	-----S-	:30	2	\$585.00	P-4	0.00	NM	2	\$1,170.00
SAT KARE NWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S- 2 \$585.00 0.00															
E 21	KARE	10/28/12	10/28/12	MN Bound MN Bound	CM	1035P-1105P	-----S	:30	1	\$765.00	P-4	0.00	NM	1	\$765.00
SU 10P MEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S 1 \$765.00 0.00															
E 22	KARE	10/28/12	10/28/12	MN Bound MN Bound	CM	1035P-1105P	-----S	:30	1	\$765.00	P-4	0.00	NM	1	\$765.00
MINN BOUND <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S 1 \$765.00 0.00															
E 23	KARE	10/28/12	10/28/12	Sun 5-530p KARE 11 5 News Su	CM	5-530P	-----S	:30	1	\$900.00	P-4	0.00	NM	1	\$900.00
SU 5P NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S 1 \$900.00 0.00															
E 24	KARE	10/28/12	10/28/12	SUN TDY NBC Today Show (Su)	CM	8-9a	-----S	:30	1	\$400.00	P-4	0.00	NM	1	\$400.00
SUN TODAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S 1 \$400.00 0.00															
													Totals	82	\$67,645.00